



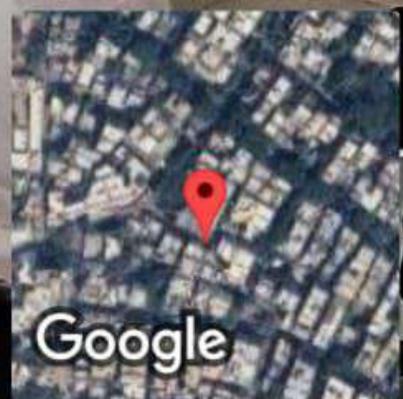
RBVR WOMEN'S COLLEGE OF PHARMACY
 A Seminar on
 Demystifying Intellectual Property

CONVENER
PROF. M. SUMAKANTI
 Principal,
 RBVR Women's College of Pharmacy

SPEAKER
ANANDIKA REDDY, P
 IITACH (Hydrab)



 **GPS Map Camera**



Hyderabad, Telangana, India 

3-4-1007, Barkatpura, Kachiguda, Hyderabad,
 Telangana 500027, India

Lat 17.393488° Long 78.494881°

Thursday, 06/11/2025 11:14 AM GMT +05:30



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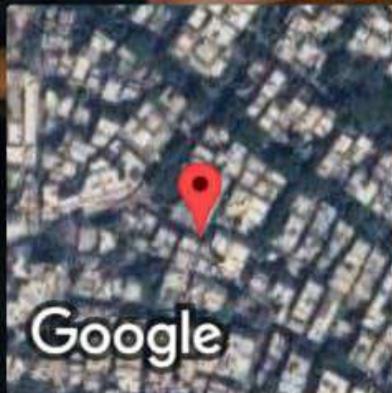
3-4-335, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India

Lat 17.393486° Long 78.494953°

Thursday, 06/11/2025 11:09 AM GMT +05:30



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Hyderabad, Telangana, India 

3-4-1007, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India

Lat 17.393488° Long 78.494883°

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3-4-1007, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India

Lat 17.393462° Long 78.494898°

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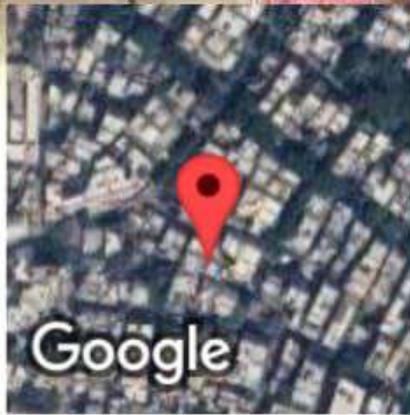
3-4-1007, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India

Lat 17.393409° Long 78.494924°

Monday, 10/11/2025 02:47 PM GMT +05:30



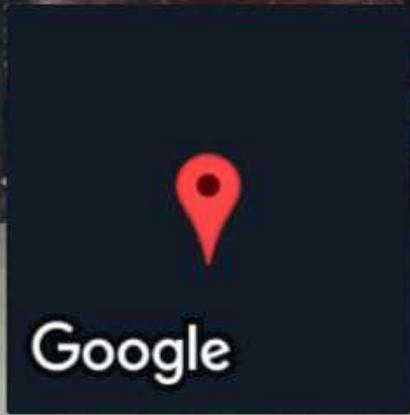
Google



Hyderabad, Telangana, India 
 3-4-1007, Barkatpura, Kachiguda, Hyderabad,
 Telangana 500027, India
 Lat 17.39342° Long 78.494871°
 Monday, 10/11/2025 04:19 PM GMT +05:30



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Hyderabad, Telangana, India 

3-4-343, Baghlingmpally Cross Rd, Beside Rbvrr Womens College Of Pharmacy, Barkatpura, Kachiguda, Hyderabad, Telangana 500027, India

Lat 17.393589° Long 78.494858°

Monday, 10/11/2025 03:09 PM GMT +05:30



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BAHARUDDIN COLLEGE OF PHARMACY
BARKATPURA, HYDERABAD
VISION
To be a premier school of pharmacy education in Hyderabad, India through innovative practices and comprehensive approach to provide education.
MISSION
To impart quality education with industrial training to the students to make them professionally, ethically and personally well equipped to meet the challenges of the pharmaceutical industry.
To provide quality education to the students to make them professionally, ethically and personally well equipped to meet the challenges of the pharmaceutical industry.

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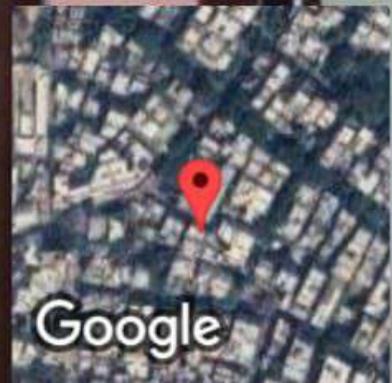
3-4-1007, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India

Lat 17.393351° Long 78.494908°

Tuesday, 11/11/2025 10:42 AM GMT +05:30



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Hyderabad, Telangana, India 
Lingampalli, 3-4-343, Baghlingmpally Cross Rd, Barkatpura,
Kachiguda, Hyderabad, Telangana 500027, India
Lat 17.39344° Long 78.494832°
Tuesday, 11/11/2025 10:40 AM GMT +05:30



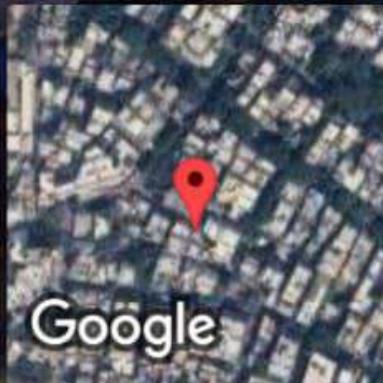
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Hyderabad, Telangana, India 
3-4-335, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India
Lat 17.393436° Long 78.494964°
Wednesday, 12/11/2025 02:01 PM GMT +05:30



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Hyderabad, Telangana, India 

3-4-1007, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India

Lat 17.393424° Long 78.494911°

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Drug Design, Discovery and Development

Drug design, sometimes referred to as rational drug design or more simply rational design, is the inventive process of finding new medications based on the knowledge of a biological target. This drug is most commonly an organic small molecule that activates or inhibits the function of a macromolecule such as a protein, receptor or enzyme, which in turn results in a therapeutic benefit to the patient. In the most basic terms, drug design involves the design of small molecules that are complementary in shape and charge to the macromolecular target with which they interact and therefore will bind to it.

What is really meant by drug design or ligand design (i.e., design of a small molecule that will bind tightly to its target). Although modeling techniques for prediction of binding affinity are reasonably successful, there are many other properties, such as bioavailability, metabolic stability, lack of side effects, etc., that first must be optimized before a ligand can become a safe and efficacious drug.

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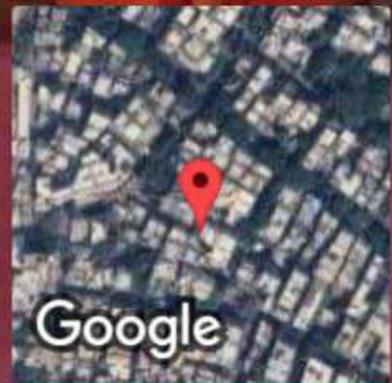
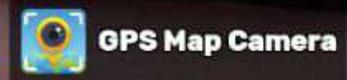
Lat 17.39345° Long 78.494912°

Wednesday, 12/11/2025 02:04 PM GMT +05:30

Drug Design, Discovery and Development

Drug design, sometimes referred to as rational drug design or more simply rational design, is the inventive process of finding new medication based on the knowledge of a biological target. The drug is most commonly an organic small molecule that activates or inhibits the function of a biomolecule such as a protein (receptor or enzyme), which in turn results in a therapeutic benefit to the patient. In the most basic sense, drug design involves the design of small molecules that are complementary in shape and charge to the biomolecular target with which they interact and therefore will bind to it.

What is really meant by drug design is ligand design (i.e., design of a small molecule that will bind tightly to its target). Although modeling techniques for prediction of binding affinity are reasonably successful, there are many other properties, such as bioavailability, metabolic half-life, lack of side effects, etc., that first must be optimized before a ligand can become a safe and efficacious drug.

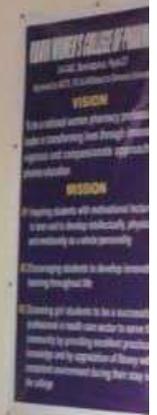


Hyderabad, Telangana, India 

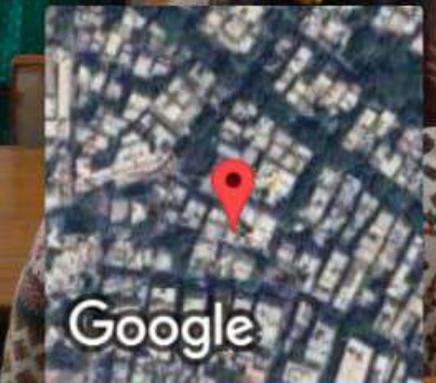
3-4-335, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India

Lat 17.393457° Long 78.49498°

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Hyderabad, Telangana, India 

3-4-1007, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India

Lat 17.393303° Long 78.494921°

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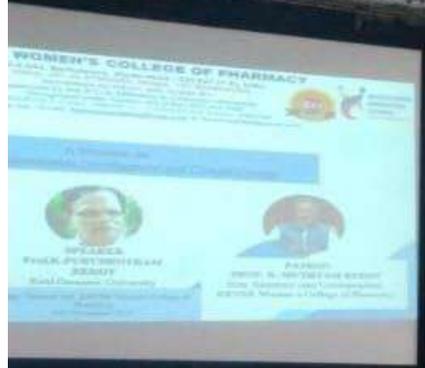
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3-4-1007, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India

Lat 17.393354° Long 78.494936°

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3-4-1007, Barkatpura, Kachiguda, Hyderabad,
Telangana 500027, India
Lat 17.393393° Long 78.494904°
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Telangana 500027, India

Lat 17.393348° Long 78.494942°

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